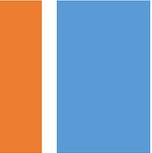




2021

山东跨境电商综合技能培训班 eBay平台运营要点

2021/12/17



CONTENTS

PART 01

eBay平台介绍 热卖产品分析

PART 02

eBay流量解析 搜索排序规则

PART 03

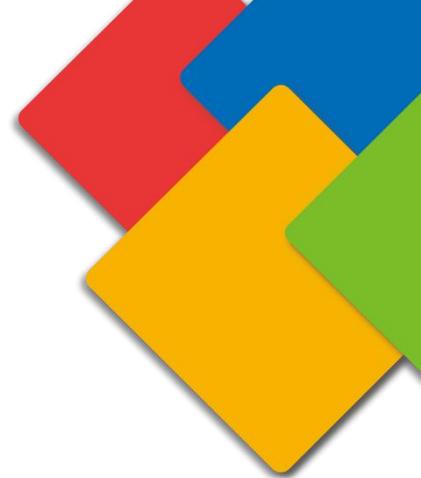
eBay运营政策规则解读

PART 04

跨境电商物流选择 赢在客服



面对面eBay业务内容梳理





eBay Inc.

- 全球商业领导者，包括eBay Marketplace, StubHub 和Classifieds Platforms
- 世界上最大最具活力的市场之一，旨在发现卓越的价值和独特的选择
- 连接全球数百万买家和卖家，通过电子商务为人们提供支持且创造机会
- 成立于1995年，位于加州圣何塞市





eBay主要的市场

US

UK

AU

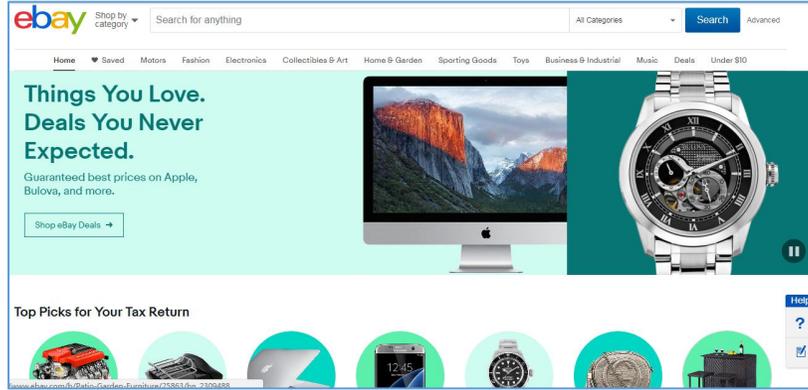
DE

CA

FRIT
ES



站点介绍



 Australia	 Hong Kong	 Netherlands	 Taiwan
 Austria	 India	 Philippines	 Thailand
 Belgium	 Ireland	 Poland	 Turkey
 Canada	 Italy	 Singapore	 United Kingdom
 China	 Japan	 Spain	 Vietnam
 France	 Korea	 Sweden	
 Germany	 Malaysia	 Switzerland	



平台热门品类分析

- ▶ B & I
- ▶ Home Garden
- ▶ Toy & Games
- ▶ Sport Goods
- ▶ eBay Motors



汽摩配品类





家居品类

Shop by Category



Furniture



Vacuum Cleaners



DIY Tools



Garden & Patio



Home Décor



Celebrations & Occasions



Wine



Home Security & Automation



Toys & Games



Appliances



园艺品类

产品季节性 | 园艺品类

一月	二月	三月	四月	五月	六月	七月	八月	九月	十月	十一月	十二月
 <p>种植工具</p>	 <p>户外家具套装</p>	 <p>游泳池清洁工具</p>	 <p>烧烤炉</p>	 <p>水泵</p>	 <p>电锯</p>	 <p>吹雪机</p>	 <p>花园路灯</p>				
 <p>园艺工具</p>	 <p>泳池耍乐</p>	 <p>浇水设备</p>	 <p>烧烤工具</p>	 <p>除草机</p>	 <p>花园储物</p>	 <p>户外躺椅</p>	 <p>雕像和草坪装饰品</p>				
	 <p>高压清洗机</p>	 <p>户外投射灯</p>	 <p>花园帐篷</p>		 <p>吹叶机</p>	 <p>户外火炉</p>					



时尚品类

Shop by Category



Women's Clothing



Men's Clothing



Kids' & Baby Clothing



Jewelry



Watches



Women's Shoes



Men's Shoes



Handbags & Accessories



Beauty



Health



带动新流量销售额的时尚品类



男女装卫衣



中性成人服装



中性成人鞋履



女士内衣及睡衣



男士太阳眼镜
及时尚眼镜



新娘配饰



女士结婚礼服



派对服饰



男童鞋履



4 岁以上女童服装



带动新流量销售额的时尚品类

健康及美容



头发造型产品



电烫发工具



电动剃须刀



维生素及膳食补充剂



化妆工具及配件



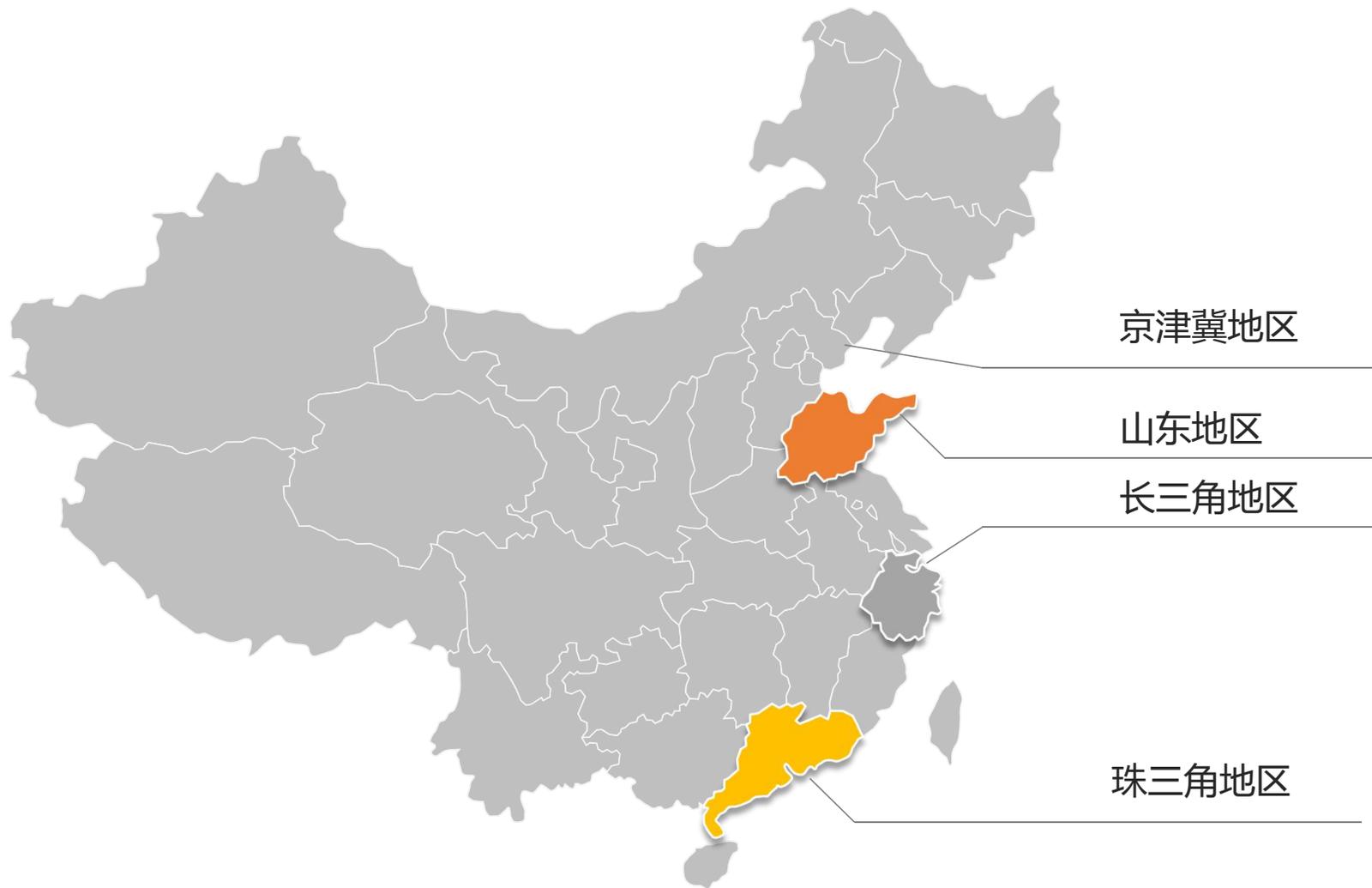
牙刷替换刷头



清洁肌肤产品



产业带开发



所在区域优势产品：

京津冀地区：廊坊板式家具天津乐器，自行车，地毯等；

山东地区：纺织品，家具，汽配，机械类，假发等；

长三角地区：服装，办公家具，厨房生活类，健身器材，家纺，汽配，工业生产类产品；

珠三角地区：小家电，手机电子，生活家具，卫浴类相关产品

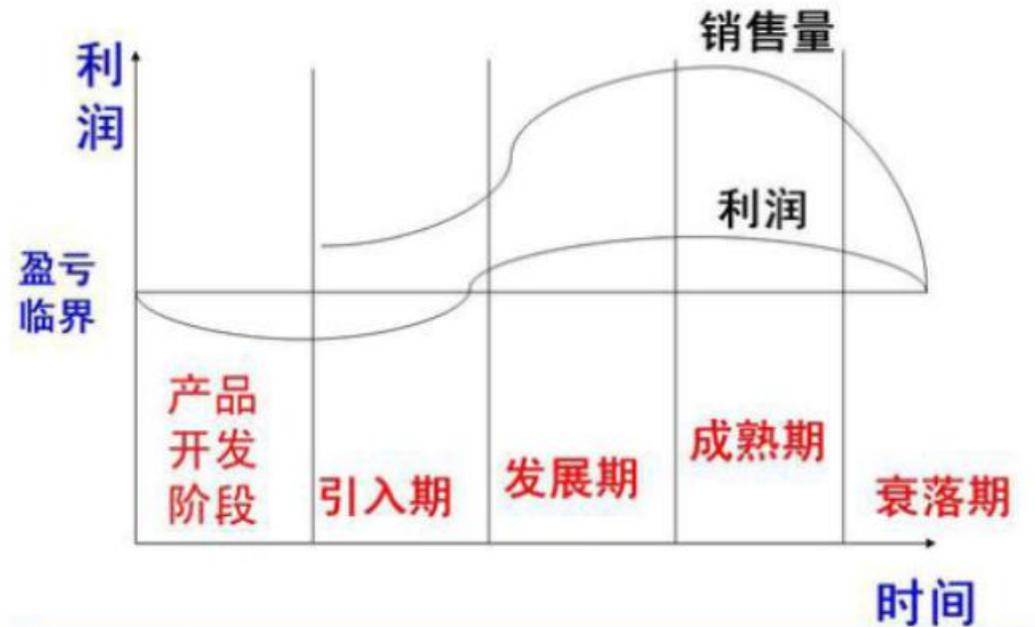


产品选择前提

产品生命周期曲线剖析：

- 了解各个产品的生命周期
- 最适合进入的是发展期
- 在发展期和成熟期前中期合理备货
- 在多数人跟风卖产品的时候战略性退出市场

【销售曲线】



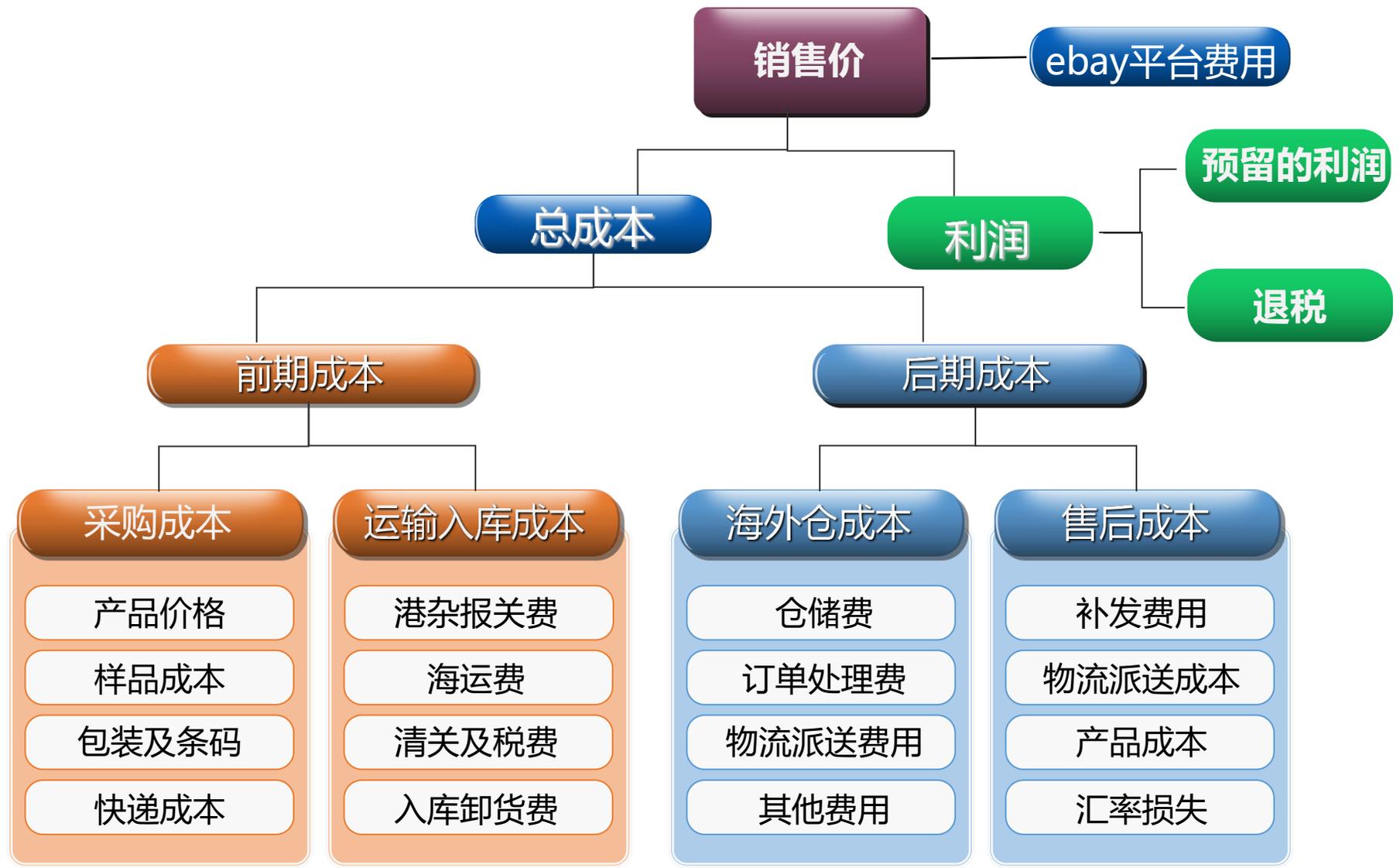


产品选择前提

- 不要做搜索量过少，竞争对手过少的产品，除非你不依赖平台流量；
- 不要做GBC的产品，（GBC指的是律师事务所）**是否侵权**
- 不要做品牌和产品已经画了等号的产品，除非你与众不同的功能；**是否品牌卖家**
- 不要做已经形成垄断格局的产品，除非你有颠覆性的技术；**是否销量集中在头部**
- 不做作硬伤的产品，没有除非；符合**海外仓重量尺寸问题**



产品利润核算





产品质量把控

- **产品样品：** 样品质量性能检测，样品包装摔箱测试（部分产品需通过相关国家质量认证. 比如: 英国CE认证，美国FDA认证等）
- **大货生产监督：** 工厂生产期间，定时派检验员检验产品生产情况，保证按时保质保量出货
- **出货检查：** 10% 抽样质量性能测试
- 抽样检测产品问题率小于3%，检测通过
- 抽样检测产品问题率大于3%，抽样样品数扩大3倍



产品质量把控

- **包装摔箱测试：** 1.5米高度 任意角度垂直下落测试5次
- **工厂承担产品售后赔偿：** 产品卖给客户后，如果产品质量相关问题，工厂需要承担售后赔偿，单品最高不超过产品出厂价



产品包装

确定包装方案

- 考虑产品的体积、重量，是否需要分开包装
- 产品是否易碎
- 适合的物流方式：Fedex, USPS等



包装规范

□ 纸盒包装示范：



□ 快递袋的包装示范：



□ 信封、牛皮纸信封包装示范：





包装规范



包装方案确定：考虑产品的重量及尺寸



产品调研方法

调研方法：

站内选品： 关键词调研， 热卖产品推荐

类目选品

行业选品

属性选品

平台外选品

.....



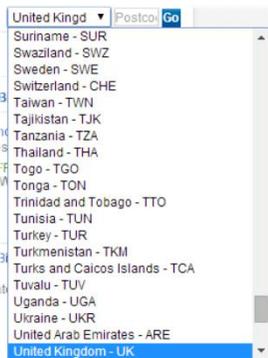
数据的准确性

 **Note:**

影响数据准确定的几个因素:



1、VPN



2、“shipping to”



3、操作系统



类目调研

eBay > Home, Furniture & DIY > Home Appliances

Home Appliances

Shop by category

Home, Furniture & DIY

Home Appliances

Coffee, Tea & Espresso Making,
Parts & Accessories

Cookers, Ovens & Hobs

Dishwashers

Dishwasher Parts & Accessories

Fridges, Freezers, Parts &
Accessories

Ironing & Vacuuming Equipment,
Parts & Accessories

Small Kitchen Appliances

Washing Machines & Dryers

Other Home Appliances

Introducing the Official Dyson Outlet Store

Reduced prices on brand new products, plus 5 year warranty
2 year warranty included on all refurbished products

[Shop Dyson Now →](#)

dyson





关键词调研

 Shop by category ▼ Garden & Patio Furniture ▼ Advanced ▾

Related: [outdoor furniture](#) [wicker garden furniture](#) [rattan chairs](#) [garden table chairs](#) [rattan cube](#) [garden furniture](#) [black rattan furniture](#) Include description

Categories

All

[Garden & Patio](#)

Garden & Patio Furniture

- [Garden & Patio Furniture Sets](#)
- [Outdoor Furniture Covers](#)
- [Garden Furniture Cushions & Pads](#)
- [Garden Chairs, Swings & Benches](#)

[More](#) ▼

[Home, Furniture & DIY](#)

[Business, Office & Industrial](#)

[Dolls & Bears](#)

[Antiques](#)

[Show more](#) ▼

Type see all

- Bistro Set (284)
- Dining Set (821)
- Sectional Set (157)
- Sofa (1,708)
- Table & Chair Set (1,706)

Brand see all

- Handmade (142)
- Keter (325)
- Kingfisher (49)
- Outsunny (329)
- Unbranded (908)

Material see all

- Aluminium (852)
- Polyrattan (518)
- Rattan (3,131)
- Steel (631)
- Wicker (1,060)

All listings Auction Buy it now

Sort **Best Match** ▼ View ▾

12,674 results [Save this search](#) ♥ Postage to: UB2%205LF ▼

Outsunny

SPONSORED

Brighten up your garden

Save up to 60% off select Rattan Sets



Shop by Type

[Sofa](#) [Table & Chair Set](#) [Dining Set](#) [Bistro Set](#)



Allibert Keter Carolina Rattan Garden Furniture Set Anthracite/G or Brown

Now with a Free Cushion Storage box!!

Brand new · Allibert

£209.95

Buy it now

Free postage

908 Sold

[See more like this](#)

 eBay Premium Service

FAST & FREE

Estimated delivery Mon, Apr 23



8 SEATER NEW RATTAN GARDEN FURNITURE SET SOFA TABLE CHAIRS - PATIO CONSERVATORY

Early Bird deal! stock limited

Brand new

£49.99 to £509.99

Buy it now

Free postage

362 Sold



Trips of a Lifetime

Find your next hotel on eBay.

→

provided by **Booking.com**





关键词选品

Hello. Sign in or register | Daily Deals | Sell | Help & Contact

Shop by category Bikes

Related: [mountain bike](#) [bicycle](#) [girls bike](#) [ladies bike](#) [mens bike](#) [boys bike](#) [road bike](#)

[All listings](#) [Auction](#) [Buy it now](#) Sort: **Best Match** View:

[All](#) > [Sporting Goods](#) > [Cycling](#) > [Bikes](#)
[bike](#) 29,445 listings [Follow this search](#)

Showing Bikes

Category	Gender	Type	Type
<input checked="" type="radio"/> Bikes	<input type="radio"/> Men	<input type="radio"/> Road Racing Bike	<input type="radio"/> Mountain Bike



Extreme by Raleigh Mission 20 Inch Bike - Boys'.
Brand New With a 12 Month Aroos Guarantee
£79.99
Buy it Now
Free Postage
38 sold

FAST & FREE
Get it by Wed. 29. Jun




Lightweight Folding Black / Red Bike Cargo Dog Pet Bicycle
Trailer carries 100Kg
Discounted Preorder sale: Dispatch date: 27/06/2016
£59.99
Buy it Now
Free Postage
360 sold

XXX-LARGE-100KG

- Related Keywords
- Category
- Listing type
- Listing#- 市场规模
- Main Picture- 拍照方案
- Title/Subtitle
- Sold/Watched
- Delivery/Shipping
- Price
- Color
- Company



关键词选品

ebay Shop by category Search... All Categories

Back to search results | Listed in category: Sporting Goods > Cycling > Bikes

Free P&P



Extreme by Raleigh Mission 20 Inch Bike - Boys'.
Brand New With a 12 Month Argos Guarantee
▲ 4 viewed per hour ★★★★★ 2 ratings

Condition: **New**
Quantity: **6 available 38 sold**

£79.99
Trending at: £84.60

Buy it now
Add to basket
Add to Watch list
Add to collection
83 watching

Free delivery est. in 2-3 days | 30-day returns | 7 inquiries

Collect 80 Nectar points
Get Started | Conditions

Postage: **Free** Standard Delivery | See details
Item location: UK, United Kingdom
Posts to: United Kingdom See exclusions

Delivery: Between Tue. 28 Jun. and Wed. 29 Jun. to the UK
Estimated via eBay **FAST & FREE**

Payments: Processed

Mouse over image to zoom

Have one to sell? Sell it yourself

研究对手
备货参考

Price	Quantity	Date of Purchase
£79.99	1	26-Jun-16 07:16:53 BST
£79.99	1	25-Jun-16 21:46:46 BST
£79.99	1	25-Jun-16 11:49:52 BST
£79.99	1	08-Jun-16 20:02:09 BST
£79.99	1	08-Jun-16 10:10:03 BST
£79.99	1	07-Jun-16 18:34:18 BST
£79.99	1	06-Jun-16 22:28:04 BST
£79.99	1	06-Jun-16 12:38:21 BST
£79.99	1	05-Jun-16 16:13:20 BST
£79.99	1	05-Jun-16 12:44:26 BST
£79.99	1	04-Jun-16 20:16:57 BST
£79.99	1	31-May-16 12:02:13 BST
£79.99	1	31-May-16 10:45:37 BST
£79.99	1	30-May-16 21:49:32 BST
£79.99	1	30-May-16 02:16:53 BST

1、推算销售速度
2、推算对方备货
3、查看是否变价



想要的数据库

产品调研都需要关注哪些数据？

销售总额，卖家数量，

平均价格，平均运费，成交率，

刊登总数，销售数量，已售出刊登数，

类别分析、关键词分析，刊登方式，价格区间，销售趋势

.....



Terapeak

- ✓ 站点分析: All site分析,
- ✓ 类别分析
- ✓ 买家分布情况分析
- ✓ 卖家情况分析
- ✓ 趋势分析
- ✓ 关键数据指标
- ✓ 在线listing分析
-



Terapeak

Dec 7, 2020 – Dec 7, 2021

Show sales trends

\$139.17

Avg sold price ⓘ

\$0.01 – \$1,599.99

Sold price range ⓘ

\$33.78

Avg shipping ⓘ

93%

Free shipping ⓘ

44,735

Total sold ⓘ

–

Sell-through ⓘ

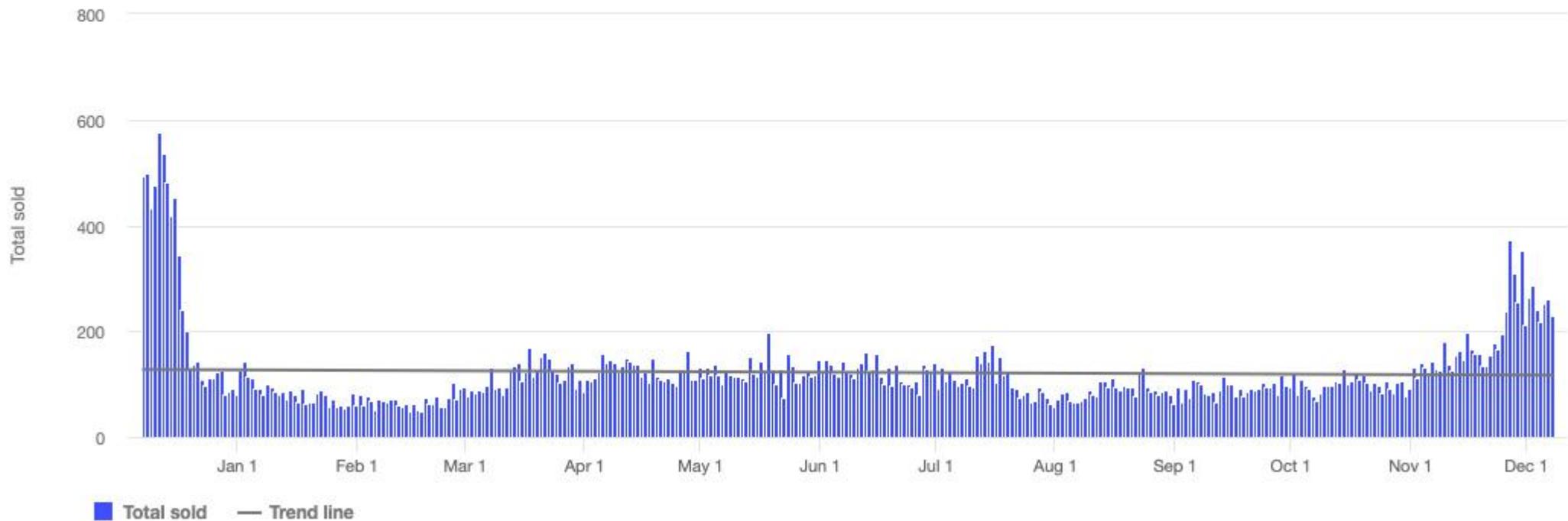
2,902

Total sellers ⓘ

\$6,225,769.95

Total sales ⓘ

Total sold





选品关键点

按照关键词进行搜索：

- 横向化品类拓展：主营产品
- 纵向化应用拓展：产品创新

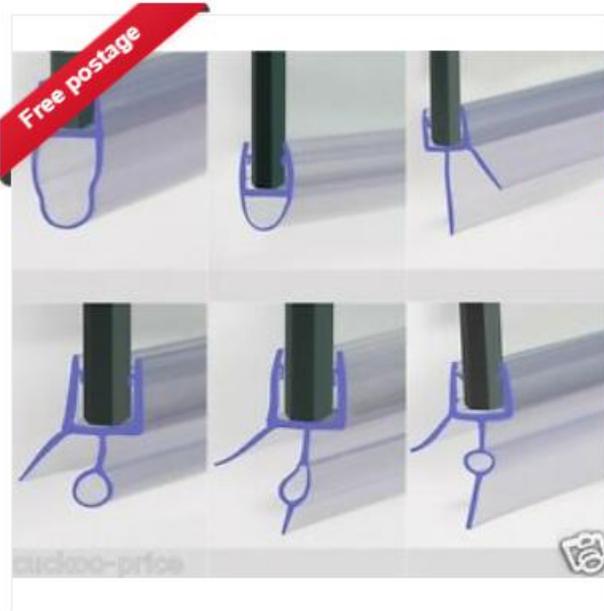
找到那么一两款适合自身品类的流量款产品

产品不要侵权



选品关键点

UP TO 15% OFF WITH MULTI-BUY



CURVED BATH SHOWER SCREEN RUBBER PLASTIC SEAL For 4-6mm GLASS DOOR ENCLOSURE

Soaking the seal in warm wataer & fit to curved screen

38 sold in last 24 hours

Condition: **New**

Gap:

Multi-buy:

Buy 1
£4.25 each

Buy 2
£3.83 each

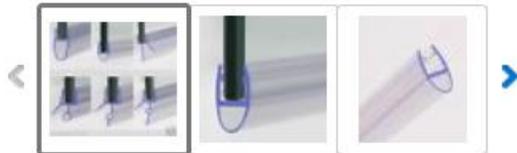
Quantity:

3 or more for £3.61 each

More than 10 available

15,324 sold

Mouse over image to zoom



£4.25 each RRP ~~£7.99~~

(£4.25 / Unit)
save £3.74 (47% OFF*)

Buy it now

Shop with confidence



eBay Premium Service
Trusted seller, fast delivery, returns. [Learn more](#)



eBay Money Back Guarantee
Get the item you ordered or your money back. [Learn more](#)

Seller information

cuckoo-price (149042)

99.6% Positive Feedback

[Save this seller](#)

[Contact seller](#)

[Visit Shop](#)

[See other items](#)

Registered as a business seller



选品关键点



Mouse over image to zoom



Winter Warm Gloves Touch Screen Waterproof Anti-slip for Driving Sports Cycling

Free 1st Class Post ✓ 7000+ sold ✓ S / M / L / XL / 2XL ✓

🔥 88 sold in last 24 hours

Condition: New with tags

Item:

Colour:

Multi-buy:

Buy 1
£4.99 each

Buy 2
£4.74 each

Quantity:

3 or more for £4.49 each

More than 10 available

[7,352 sold](#) / [See Feedback](#)

Price: **£4.99 each**

[Buy it now](#)

[Add to basket](#)

[Watch this item](#)

[Click & Collect](#)

Long-time member

1,006 watchers



Collect 5 Nectar points [Redeem your points](#) | [Conditions](#)



选品关键点

UP TO 10% OFF WITH MULTI-BUY



Mouse over image to zoom



5 All Weather Soft Golf Gloves Leather Palm Patch V Logo 6 designs

Condition: New with tags

Size:

Hand:

Style:

Multi-buy:

Buy 1
£13.00 each

Buy 2
£12.35 each

Buy 3
£11.96 each

Quantity: 4 or more for £11.70 each

More than 10 available
[10,625 sold](#) / [See Feedback](#)

Price: **£13.00 each**

Buy it now

Add to basket

[Watch this item](#)

[Click & Collect](#)

Long-time member

498 watchers



Collect 13 Nectar points [Redeem your points](#) | [Conditions](#)



产品开发审核

- 产品定位
- 对手销量VS你的预期销量?
- 对手利润VS你的利润?
- 对手Listing在线时长, 销量情况, 排名情况?
- 预期销售结果, 预期排名, 对产品操控把握度是多少?
- 预期售价, 预期带来的销售额, 是否值得投入时间和精力?
- 最终的开发意见?

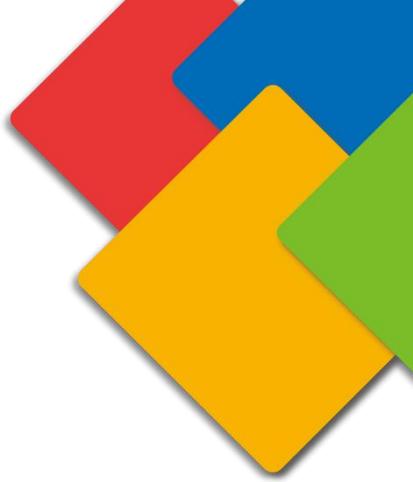


产品开发审核

项目	产品售价	要素	打分 (1-5)	权重	得分
品类打分	产品品类是否擅长	是		10%	
销售打分	平台所有对手月销售	1000		25%	
	你的预测销量	200			
利润打分	对手利润预估值	4		20%	
	你的预期利润	3.5			
产品定位	对手产品定位	主营		5%	
	你的产品定位	主营			
排名打分	对手Listing销售时长	3		25%	
	对手排名权重	强			
物流方案	对手物流方案	海外仓		10%	
	你的物流方案	海外仓			
质量售后	对手质量评价	中		5%	
	你的质量控制能力	强			
总计				100%	

效率问题

类目	产品单价\$	内容	打分	权重	得分
品类打分	产品品类是否擅长	是		10%	
销售打分	平台月销量	300		22%	
	你的预期销量	10			
利润打分	对手利润预估	4		20%	
	你的预期利润	3.5			
定位打分	对手产品定位	主营		8%	
	你的产品定位政策	主营			
排名打分	对手listing排名	强		25%	
	对手Listing销售情况	3个月			
物流打分	对手物流方案	海外仓		10%	
	你的物流方案	海外仓			
质量打分	对手质量差评	中		5%	
	你的质量控制能力	强			
总得分					



平台流量解析 搜索排序规则



搜索引擎



- ✓ Listing首先是被搜索引擎抓取的，其次才是给买家看的；
- ✓ 类别如何正确选择
- ✓ Listing内容要符合eBay搜索排序的逻辑；
- ✓ 高相关性和高匹配度

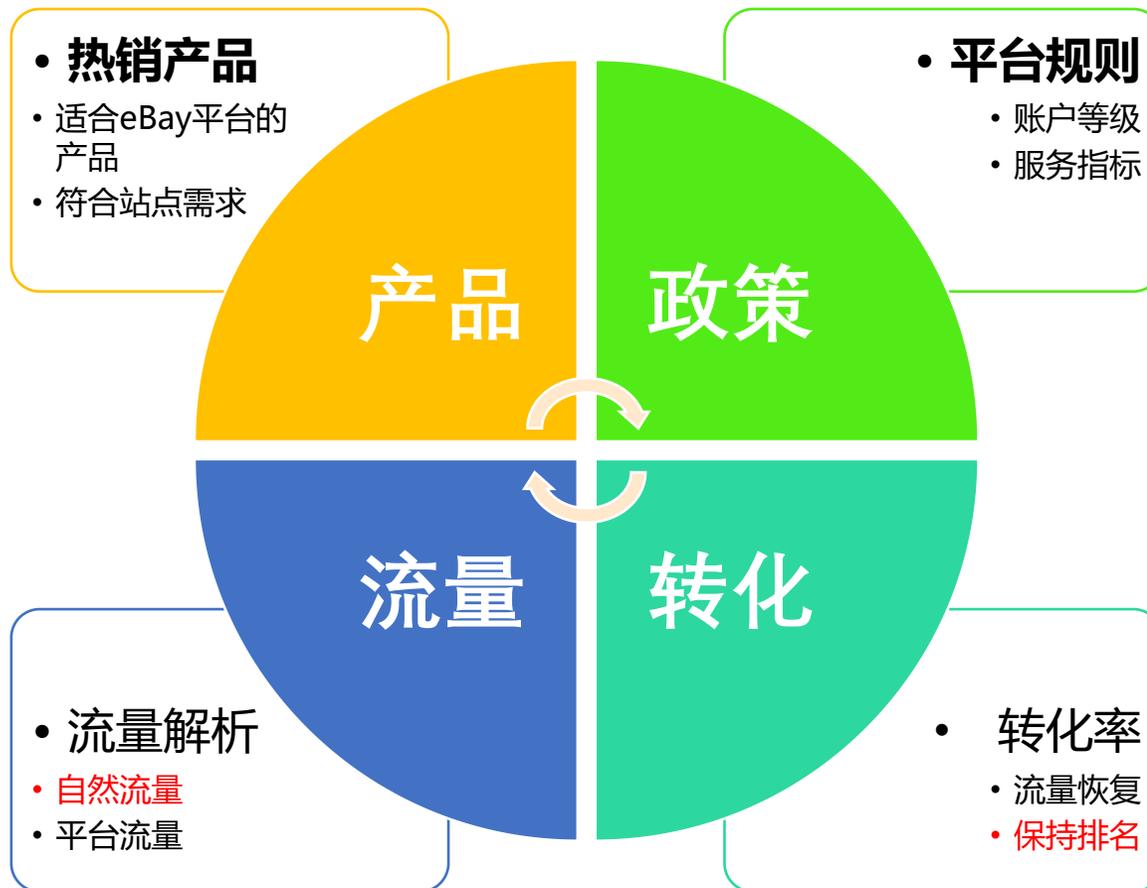


最佳匹配搜索排序





解析步骤





1.热销产品

热卖产品

- a) 平台热销品类: Home Garden, Sporting goods, B&I等;
- b) 站点分析, 买家分布情况分析: 考虑注册几个账号, 账号如何使用, 如何订阅店铺
- c) 是否海外仓: 海外仓产品选择, 产品利润核算, 发货情况;
- d) 直邮产品
- e) 小语种站点



2.流量解析

流量解析

➤ 自然流量

- ① 产品类目
- ② Listing标题
- ③ 物品属性
- ④ 详情描述相关性
- ⑤ 刊登时间

➤ 平台流量

- ① 近期销售记录
- ② PL (Promoted listing广告位置)



流量分布

All listings | Accepts Offers | Auction | Buy it now | Condition ▾ | Item location ▾ | Local ▾ | Sort: Best Match ▾ | ▾ | Update your delivery location ▾

19,406 results for **dining chairs** | [Save this search](#)

Price | **Number of Items in Set** | **Colour**

Under £60.00 | £60.00 to £91.00 | Over £91.00 | 4 | 6 | 2 | 8 | 3 | More Than 8 | 5 | Grey | Black | Brown

<p>FAST AND FREE DELIVERY </p>			
<p>Retro Eiffel Dining Chair Office Kitchen Lounge Chair Plastic Sea... Brand new</p>	<p>Set of 4 Dining Chairs Retro Wooden Legs Office Kitchen... Brand new</p>	<p>4x Dining Chairs Modern Design Retro Lounge Plastic Brand new</p>	<p>Set of 2 Armchairs Dining Chairs with Arms Velvet PU Faux Leathe... Brand new</p>
<p>£34.99 to £109.99 Buy it now Free postage</p>	<p>£69.99 Buy it now Free next day postage</p>	<p>£69.99 Buy it now Free postage</p>	<p>£99.99 to £109.99 Buy it now Free postage</p>
<p>Sponsored</p>	<p>Sponsored</p>	<p>Sponsored</p>	<p>Sponsored</p>

Sponsored

Sponsored

Sponsored

Sponsored

2,897+ sold

Save up to 5% with Multi-buy

43+ watchers



3.转化对比

平台转化率模型

✓ 不停的转化率对比

提高点击率：

买家关注点：主图，价格，账号表现，促销，物流，售后

卖家关键点：**View, Watched,**



3.转化对比

成交的关键点:

- ✓ 附图（细节图），多属性（变体），价格区间，**Feedback**，物流服务
- ✓ **PL**竞品截流，
- ✓ 物品基础属性，专业性属性，详情页面相关性；



4.平台规则

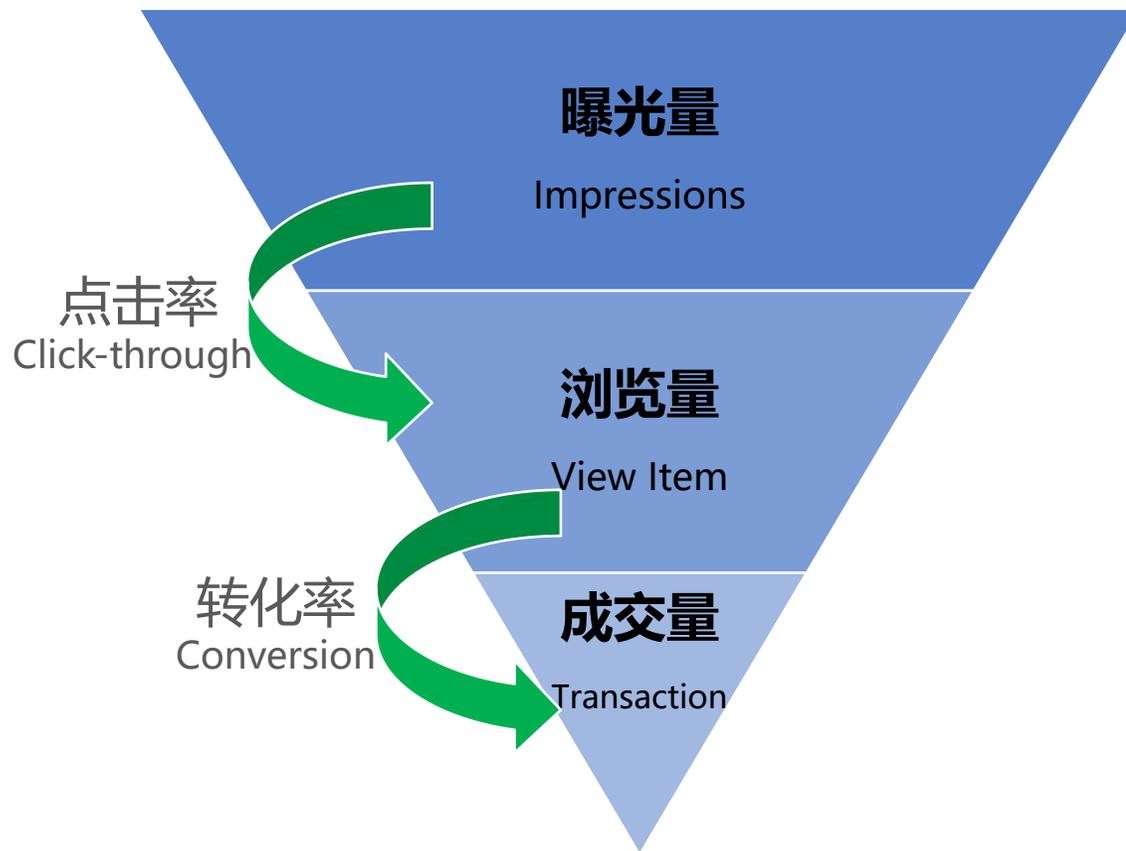
卖家服务评级

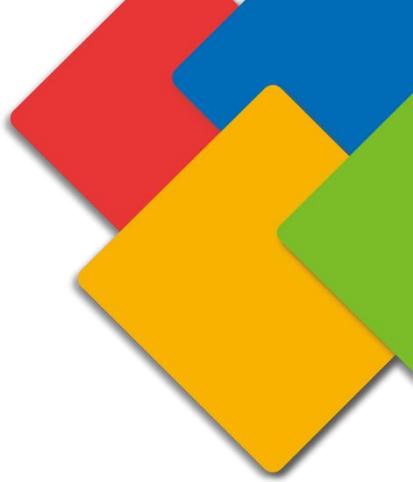
- ✓ Seller Level: 优秀评级卖家/Top Rated Seller” 的Listing会获得额外曝光机会；会获得TRS图章；成缴费折扣等
- ✓ Service Metric: 服务指标
- ✓ DSR: 物品描述, 沟通, 货运时间, 运费;

考虑如何快速成为Top Rated seller, SNAD退货率低



流量模型





eBay的考核内容你都知道吗?



考核内容

- **Seller Level(Seller Dashboard)**
- **Service Metrics**
- **CBT政策表现**

对eBay账户的影响是什么：**Impressions, Selling Cost, 账户额度, 账户安全**



Seller Level

Region: UK, Ireland ▼ [Tutorial](#)

Your seller level

Current seller level
As of 20 May, 2019 **eBay Top-rated Seller** ▼

If we evaluated you today
Next evaluation on 20 Jun, 2019 **eBay Top-rated Seller** ▼
Your seller level would be

[See monthly breakdown](#)

Current seller level
As of 20 May, 2019 **eBay Top-rated Seller** ▲

Transaction defect rate **0.00%** ▼
0 of 752 transactions

Late delivery rate **1.60%** ▼
12 of 749 transactions

Cases closed without seller resolution **0.00%** ▼
0 of 752 transactions

Transactions and sales **3,616** ▼
transactions
£81,272.55
sales



Seller Level

评级时间

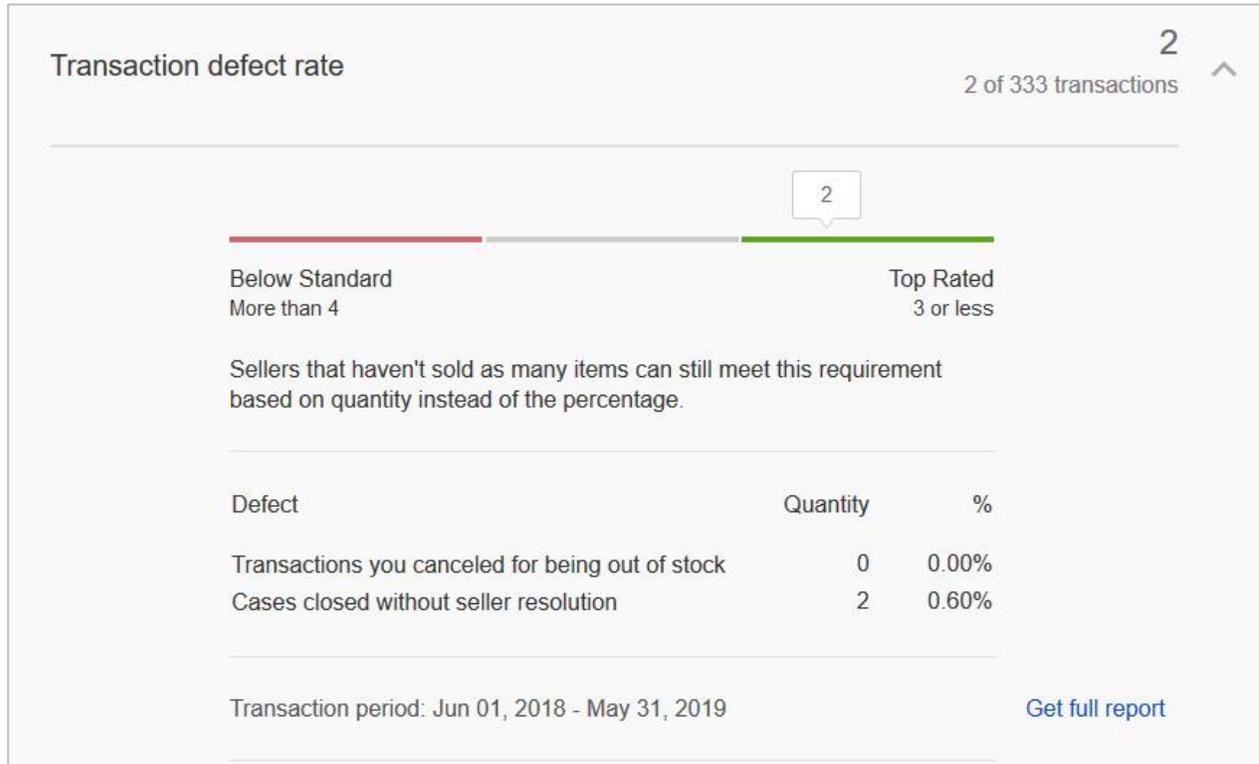
每月评级时间	每月20号
考评交易周期	前3个自然月的交易状况 (前3个月总数大于100笔) 前12个自然月的交易状况 (前3个月总数少于100笔)
例子	若大于100笔, 2021年9月20号评级, 考评6月1号到8月31号的交易状况
考评结果	Below standard (低于标准) Above standard (合格) Top rated Seller (优秀)

评级影响





不良交易率



如何判断:

- 由于缺货取消订单
- 未解决纠纷 (买家升级的return & case)



不良交易率

最佳实践:

- 尽量不要卖超，出现卖超的情况，不可以选择Out of stock 取消订单：如果有给买家发邮件解释原因，建议买家取消，确认回复后再选择“买家要求取消”
- 控制Return request, INR case 不要升级为SNAD case;



最佳实践

Dear buyer, Hope you're well.

Thank you for your order and prompt payment.
Our warehouse worker was preparing and checking your order and found that the grey cushion cover is out of stock, we cannot ship it to you. We would like to issue a full refund to you right now.

But the coffee colour is available,do you accept the this colour item? Is that acceptable to you?

We are sorry for any inconvenience caused to you and hope you can accept our sincere apology.

Thanks for your understanding and have a great day.
Kind regards,

22小时前 | 已读

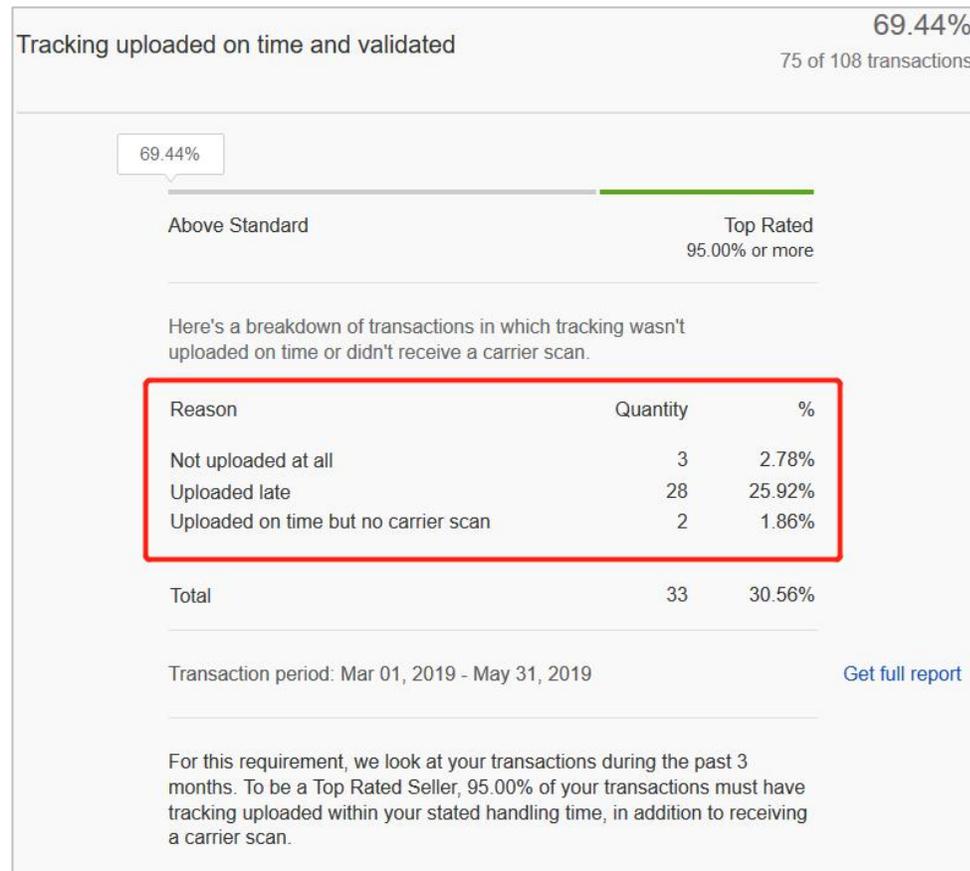
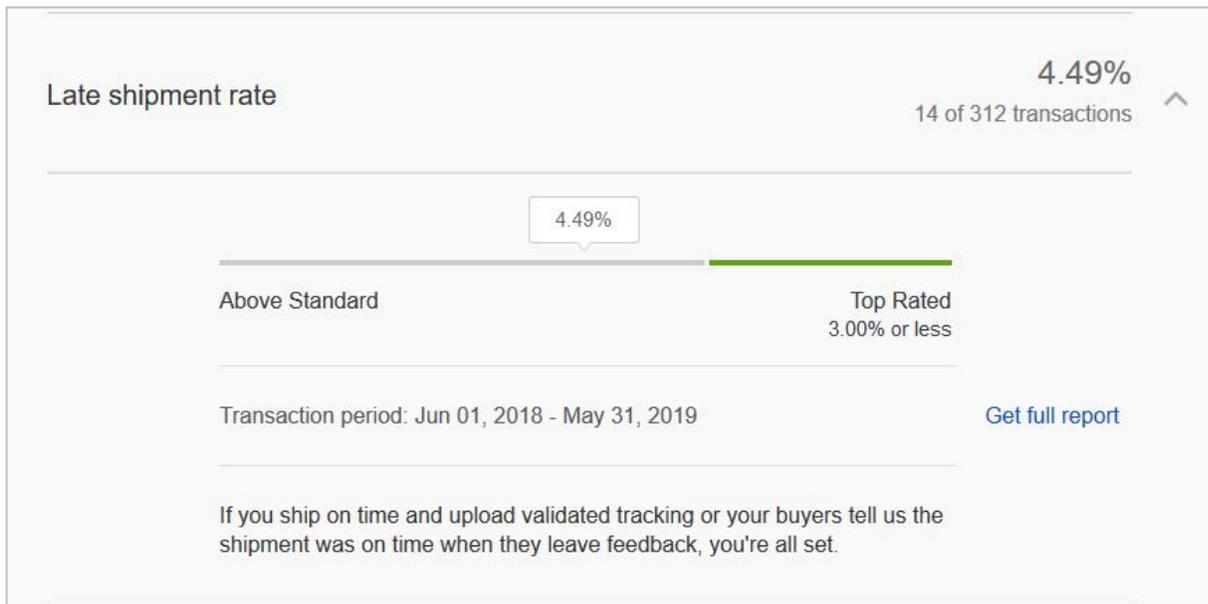
Po Hi yes brown will be fine. thanks

pop-nick, 21小时前 | 已读 | 回复 | 点赞

Thanks for your confirmaiton.



延迟送达率

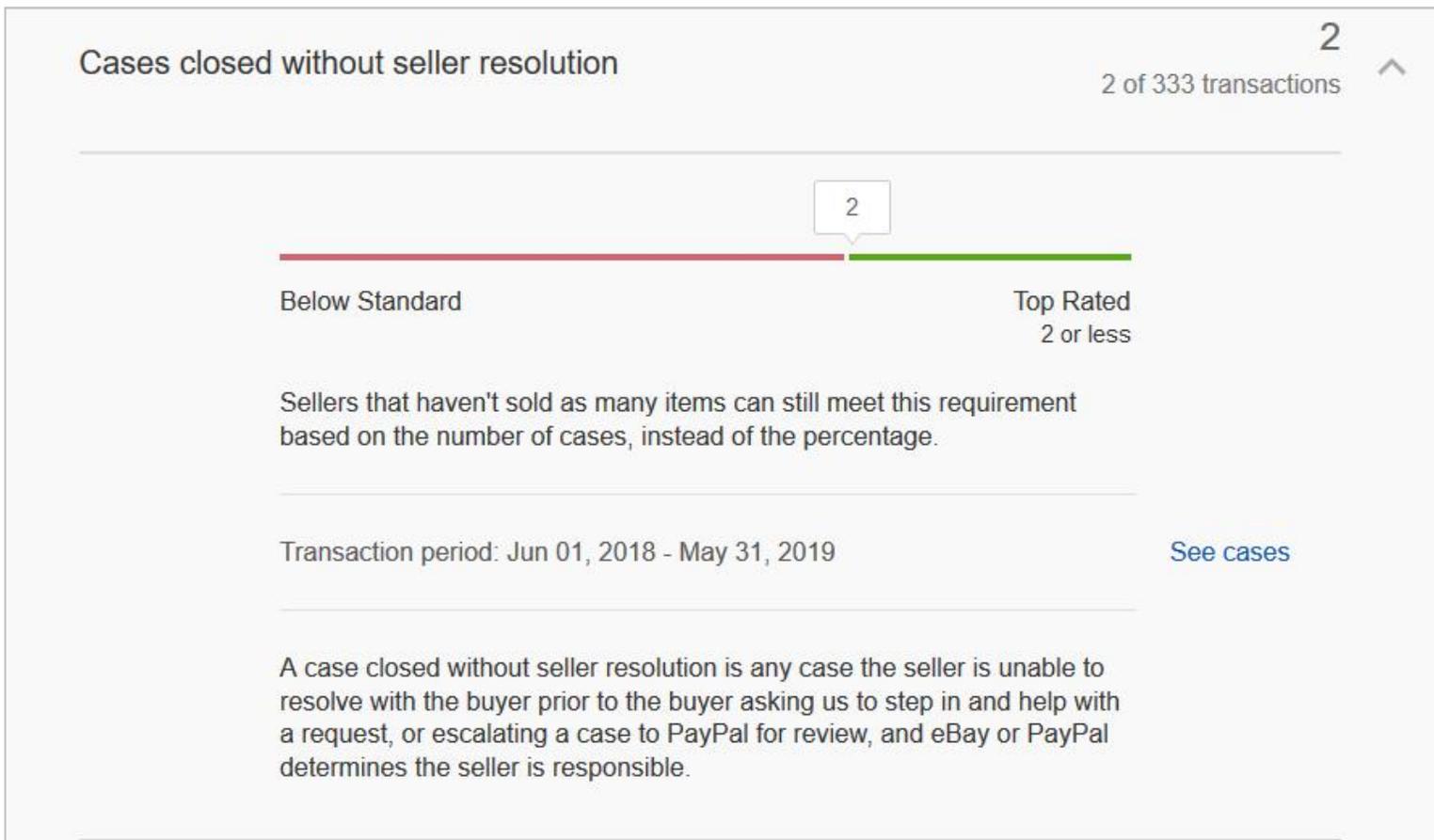


如何判断是否延迟送达:

- A-Scan时间 (发货时间是否符合要求) **标发时间不
等于A-scan时间;**
- Tracking Number是否有效
- D-Scan时间 (签收时间是否超过EDT)
买家评价为准时送达直接判断为迟发货



未解决纠纷



如何判断:

- 买家升级的Return 或者 INR case;
- 账户等级Below standard 一般是这个原因造成的
- 无法避免的case如何申诉?



思考问题

金鹰卖家如何快速成为Top Rate Seller?

- ✓ 金鹰卖家注意掌握注册账户的节奏，可以不急于注册账号,先做市场分析，品类分析，产品调研，备货计划，发货计划等
- ✓ 注册账号后**三个月内交易最低要求达到400笔以上**；不良交易率，迟发率，为解决纠纷率达标；
- ✓ **关键在于店铺内有保证订单量的产品存在:店铺内产品结构**



Service Metrics

- ✓ **Item not Described** (产品和沟通)
- ✓ **Item not received** (物流表现)

其实eBay考察的就是退货率和物流的不良交易率的问题;



Service Metrics

1. 评估时间

每月评级时间	每月20号
考评交易周期	前3个自然月的交易状况（前3个月总数大于400笔） 前12个自然月的交易状况（前3个月总数少于400笔）
例子	若大于100笔，10月20号评级，考评7月，8月，9月的交易状况
评估结果	Very High High Average Low

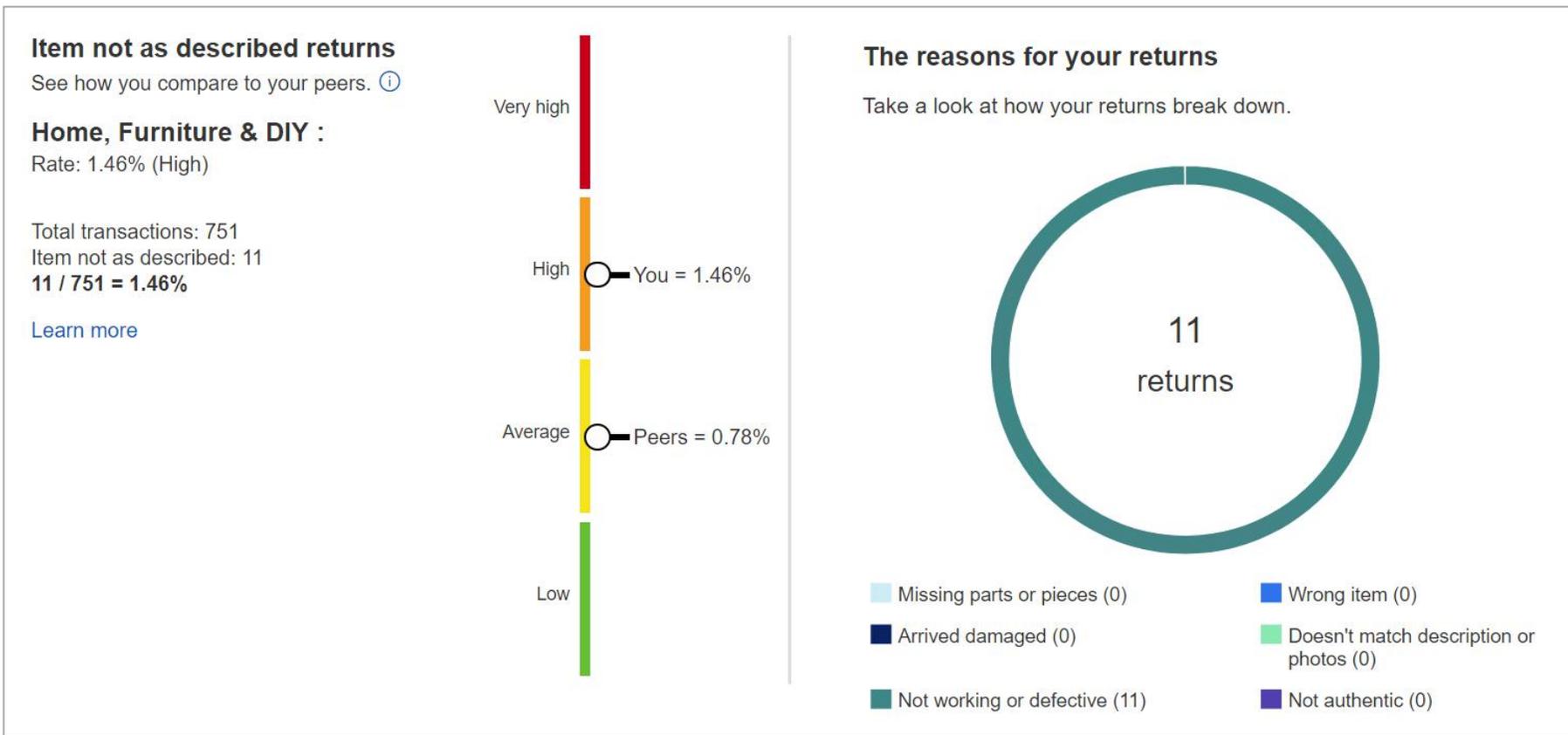
2. 评估内容

- 物品与描述不符：都哪几个退货的原因？
- 物品未收到

3. 评级影响

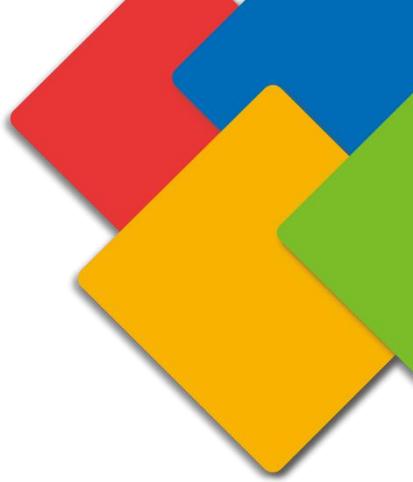


物品与描述不符



Very High:

- 当前类目会额外收取 5%的成缴费
- Impressions



跨境电商物流选择 赢在客服



跨境物流方案解决

直发物流方案



直邮快递方案

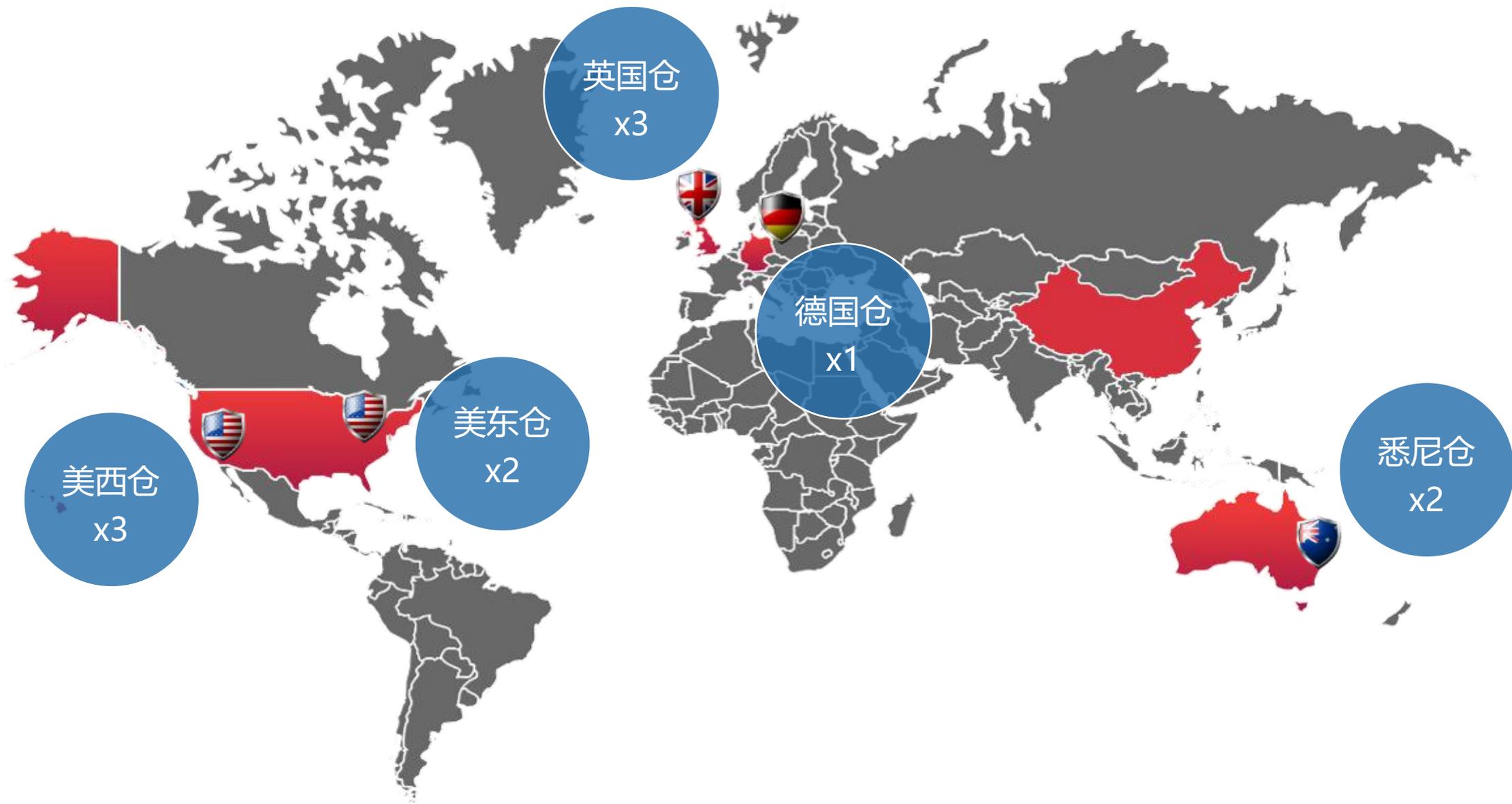


海外仓配送方案



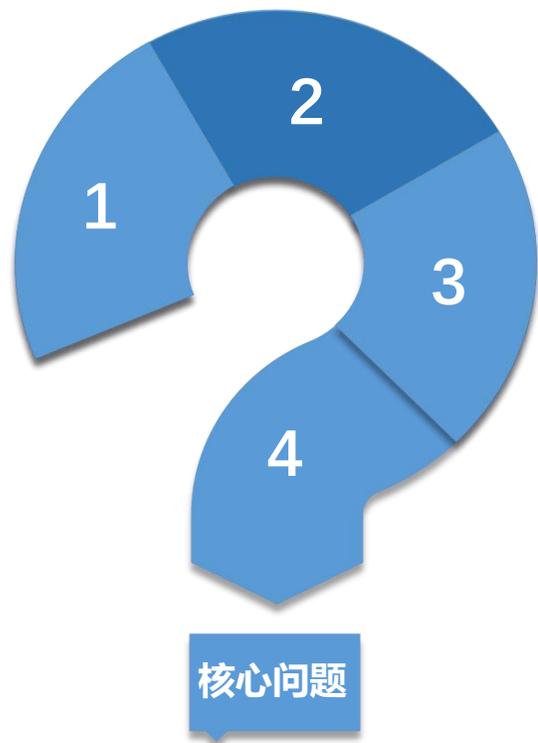


海外仓布局





海外仓怎么破



1

问题一

市场选择问题：美国；英国增值税（VAT）问题：如何计算VAT

2

问题二

海外仓产品如何确定，需要哪些认证？
产品是否侵权？海外仓利润怎么核算？
成本构成？

3

问题三

海外仓如何做好备货，供应链管理？
包装方案？

4

问题四

库存问题：补货节奏，如何处理库存，
售后问题



海外仓成本



仓储费

海外仓**动销率**计算方式

合理制定出货计划和销售计划，避免产生仓储费；



订单操作费

海仓提供的物流渠道订单处理费用的标准；

<1KG, 1<N<2KG

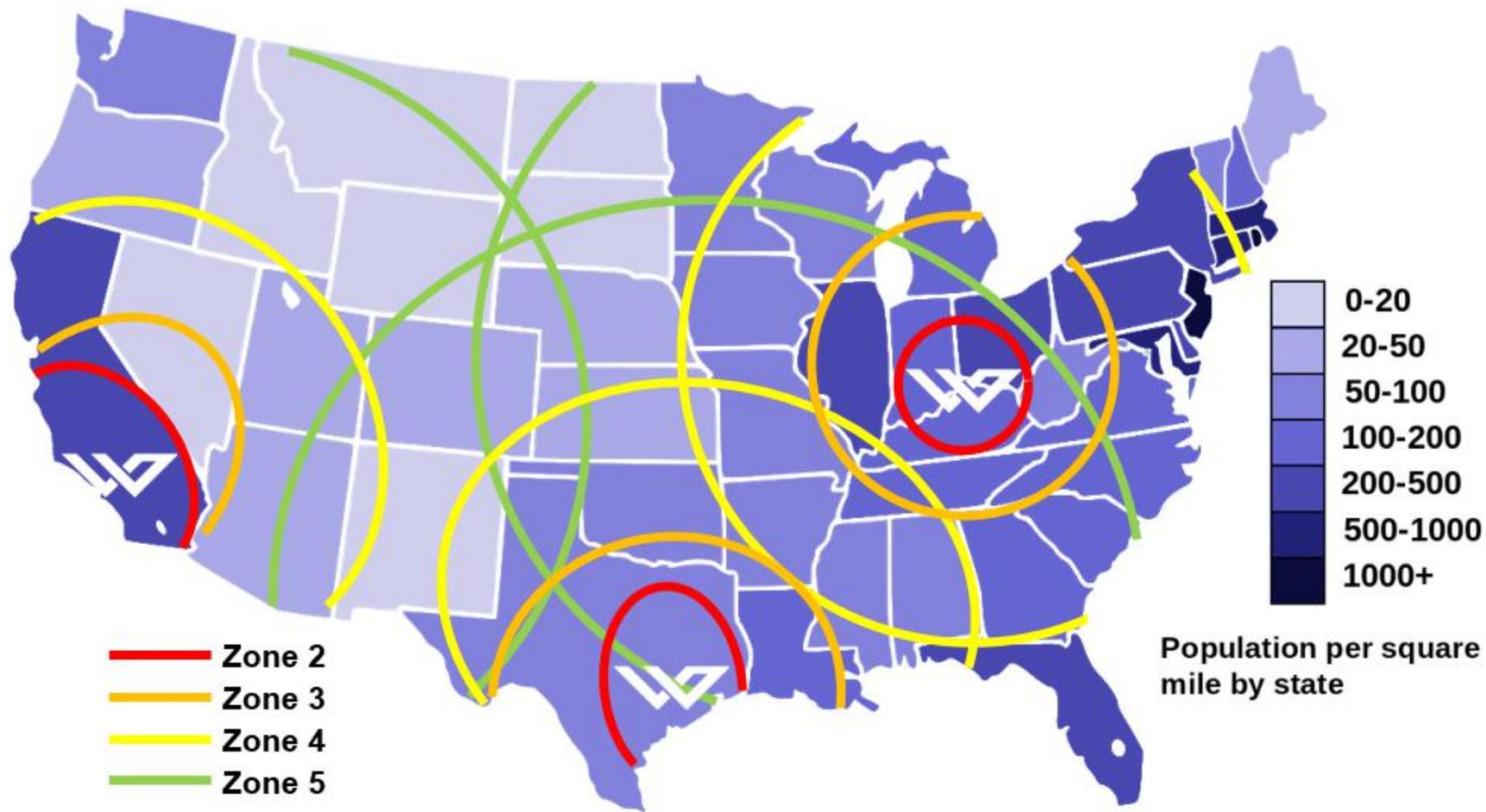


配送费

依据产品的体积重选择合理的物流方式，选择合适的物流配送费
基本配送费，偏远配送费，超偏远配送费，**超尺寸派送**，**燃油附加费**；



海外仓成本



美国三仓
(美西+美东+美南)

V.S

单仓 (美西)
备货发货

尾程派送运费
平均降低

28.89%



海外仓成本核算

✓ 仓储费：包裹类型，免仓期：30-60Ddays; X/方/天

例子：SKU：Y001免仓30天，6-25入库10件，7月1日入库10

✓ 入库费：卸货费，理货费，验货费

✓ 增值费：拍照，添加附件，包装及SKU条码跟换，批量发货，弃货等

✓ 出库操作费：

✓ 配送物流费：基础运费，燃油附加费（5.75%），偏远地区配送费，超尺寸操作费，oversize,

超尺寸：<120cm, 3.75\$, <190cm 7.5\$

超重费：<30KG 12.5\$

偏远地区：

例子：SKU：Y001，10KG，发到LA

费用：入库费+出库操作费+配送物流费+燃油附加费+偏远



备货补货情况

备货
补货

供应链管控

1. eBay平台的旺季时长：常规产品，季节性产品，节日类产品等；
2. 工厂的配合度，紧密性；
3. 海运空运计划，突发问题解决；
4. 与海外仓的衔接；

包装的重要性

1. 包装重量：是否考虑分开包装；箱唛及SKU条码准确；
2. 包装尺寸：FEDEX, UPS, YODEL等物流渠道的尺寸要求；例：最长边<120cm
3. 包装测试：摔箱测试，包装防护；

包装
方案



海外仓备货

以美国为例：

- ✓ 海外仓备货到仓库：美东仓，美西仓，美南仓，备货比例问题
- ✓ 备货数量：近7日销量，近14天销量，近30天销量，近60天销量，**平均日销量**，备货周期；

✓ **加权平均系数：**

平均销量 = (3 天 平均销量 * 加权值)+(7天平均销量 * 加权值)+(15天平均销量 * 加权值)+(30 天平均销量 * 加权值)+(60天平均销量 * 加权值)+(90 天平均销量 * 加权值)



海外仓问题

- 海外仓稳定性问题
- 配送时效问题
- 物流费用问题
- 退件问题
- 仓储费问题



售后处理包括哪几个方面？

1

INR —Item not received 未收到货

上传有效跟踪信息；协商等待；丢件补发或退款；签收确认；

2

Return request —产品与描述不符

Accept return-Return address-Shipping label

Full refund/Partial refund

Replacement/exchange

3

Cancellations 取消订单

The item is out of stock or is damaged;

Buyer asked to cancel the order;

Something is wrong with the buyer's delivery address;

4

Disputes 付款争议



INR case处理

Resolve a problem

We always encourage our members to communicate with each other when there's a problem with a transaction. The first step is to contact the member through the Resolution Centre and try to resolve the problem.

To start the resolution process, please tell us what your problem is:

I bought an item.

- I haven't received it yet.
- I received an item that does not match the seller's description.

I sold an item.

- I haven't received my payment yet.
- The buyer and I agree to cancel a transaction.

[Continue](#)

[My problem is not listed here](#)

Help

- [How eBay Money Back Guarantee works](#)
- [What to do when a buyer doesn't pay](#)
- [Cancelling a transaction](#)
- [What to do when you don't receive your item or it's not as described](#)
- [Resolving buying problems](#)
- [Resolving selling problems](#)
- [Report a problem with a buyer](#)

Your requests and cases (4 over last 30 days)

1 request or case is still open

1 request or case requires your attention

3 requests or cases have been closed

✔ 1 closed - you received Final Value Fee credits

1 return request is open

No payment cases are open on your sold items.

View

Period

Item	Problem	Amount	Opened on	Trading partner	Status	
Open requests/cases						
Illuminated Glass... (253273640947) View purchased item	The buyer hasn't received this item yet.	£13.99	28 Feb, 2020	ogilvuk2015	Your action is required.	Take action



INR case原因分析

- a) 包裹还未送达
- b) 包裹未在EDD时效内送达
- c) 跟踪信息显示配送到Safe place(邻居家, 邮箱旁边, 门廊后面, 车库旁边)
但买家说没收到;
- d) 跟踪信息显示Delivered,但买家说没收到;
- e) 发错货 (运营, 仓库)
- f) 物品收到后破损了 (物流原因)
- g) 被海关扣了/销毁了
- h) 无接触配送

.....



INR case原因分析

- a) 包裹还未送达—邮件告知准确配送时间
- b) 包裹未在EDD时效外送达—邮件请求买家等候, 配送时间, 或者适当补偿/优惠
- c) 跟踪信息显示配送到Safe place(邻居家, 邮箱旁边, 门廊后面, 车库旁边)但买家说没收到; 一查询包裹准备配送信息, 让买家确认包裹;
- d) 跟踪信息显示Delivered,但买家说没收到; 一查询包裹准备配送信息, 明确配送详情; eBay不在提前结束case; 申诉;
- e) 无接触配送—部分A-scan受影响, 部分渠道签收服务暂停

.....



退货处理方案

Manage returns

Open returns ▼

Last 90 days ▼

Buyer username ▼

Search...



Reset

Results: 1-2 of 2

Sort by: Date requested ▼

Action	Items	Status	Details	Refund	Buyer
See details ▼	 <p>Aucma Electric Food Stand Mixer with 5.5L Mixing Bowl Splash Guard 6 Speed Red Quantity: 1</p>	Return sent	Return ID: 5141538673 Requested: 7 Mar 2020 Reason: Doesn't work or is defective	Approximately £49.99	123-juliewulie
See details ▼	 <p>AUCMA 12 Litre Premium Halogen Convection Oven Cooker 1300W Home Portable Black Quantity: 1</p>	Waiting for buyer to post item	Return ID: 5138363172 Requested: 30 Jan 2020 Reason: Doesn't fit	Approximately £29.99	wtftw



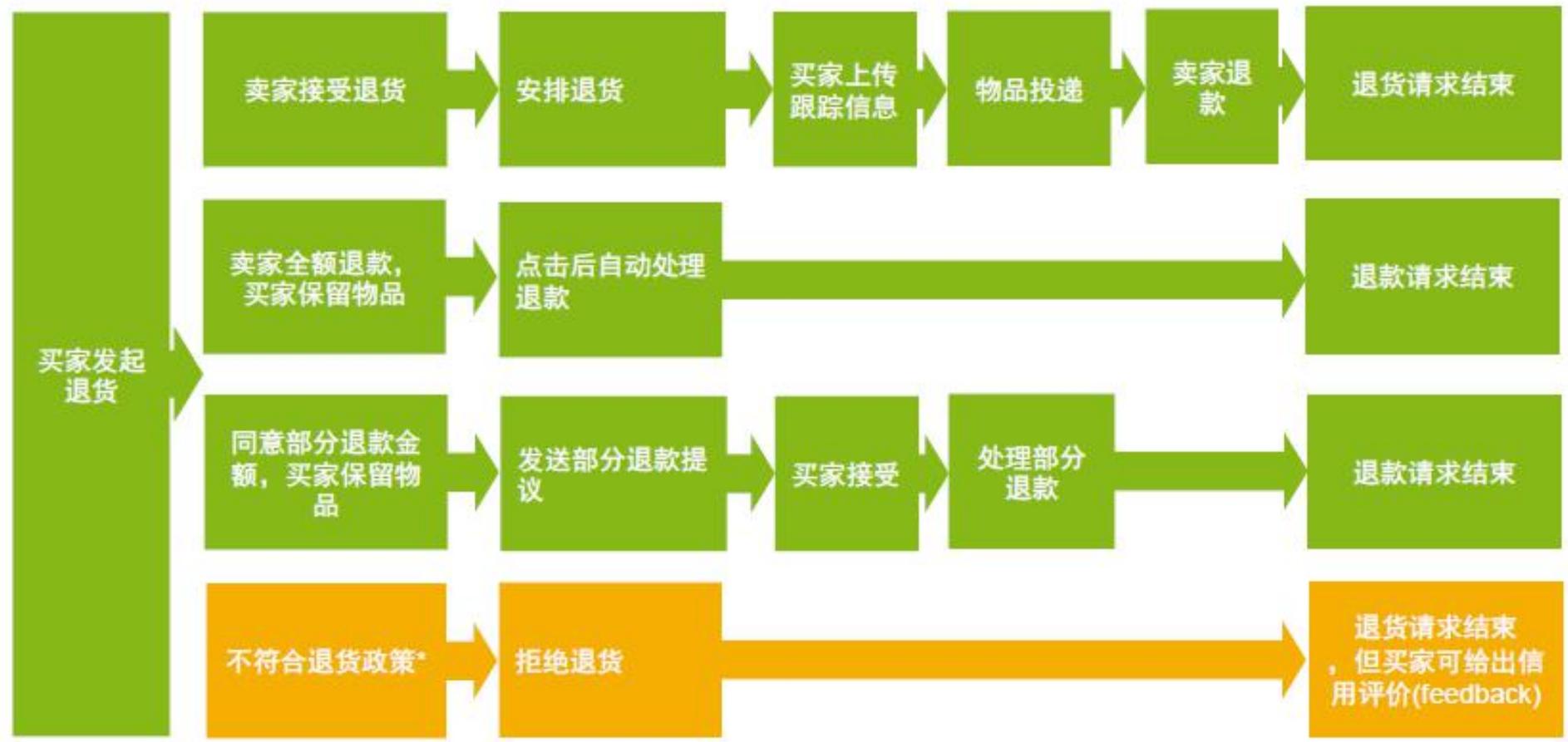
选择原因

The return reason:

- Doesn't fit
- Changed my mind
- Found a better price
- Just didn't like it
- Ordered by mistake
- Doesn't work or is defective
- Doesn't match description or photos
- Wrong item sent
- Missing parts or pieces
- Arrived damaged
- Doesn't seem authentic



卖家原因退货





关于退货标签



使用eBay 生成退货运费标签;
买家自己上传退货运费标签;



eBay生成的标签同时附有a packing slip装箱单
装箱单上Return ID、Buyer ID
(RMA number if selected)



买家上传附有物流信息及跟踪号的图片或pdf;
若物流无法追踪, 卖家负主责;
若未按时上传, 则eBay自动生成

卖家退货地址	买家收货地址	站点	ebay shipping label
美国	美国	美国	可以使用
英国	英国	英国	可以使用
中国	英/美国	英/美国	不可以使用

买家收货地址 & 退货站点 & 卖家主要退货地址 = 相同国家

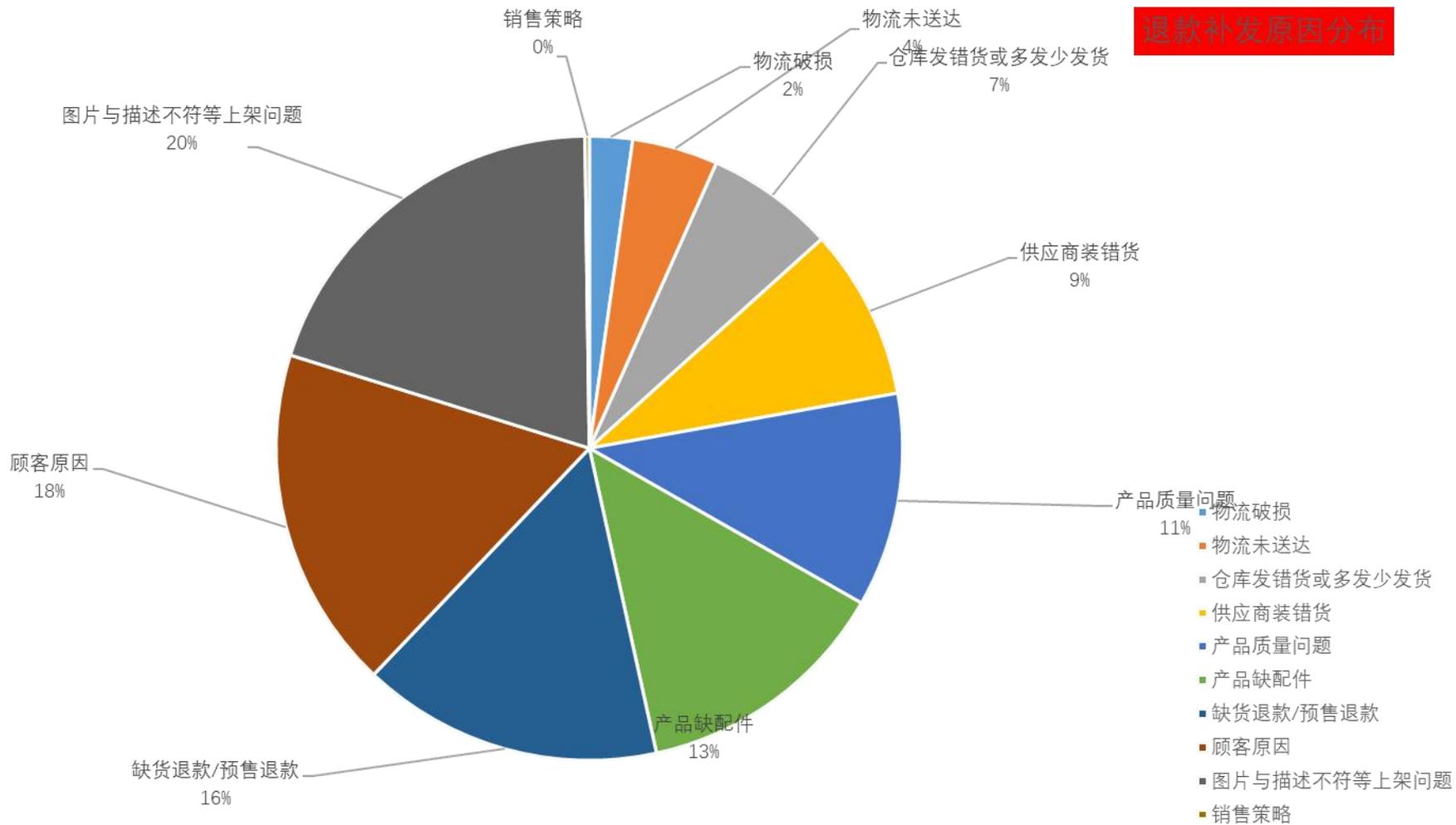


 可以使用eBay label



售后统计

退款补发原因分布



A decorative graphic on the left side of the slide features a series of overlapping, rounded squares in various colors: blue, red, yellow, and green. The squares are arranged in a pattern that suggests movement or a stack of items.

问题答疑



THANK YOU

